

ORDER



Orders
Order / Rev: 169254
Alt Order #: 06866303
Product Desc: TAMMY BALDWIN
Estimate:
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE: Anjie Brady
Sales Office: P-PHL
Sales Region: National

Agency
Name: Shorr, Johnson, Magnus
Buying Contact: Mike D'ettorre
Billing Contact:
 1831 Chestnut St Ste 602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Tammy Baldwin 4 Senate
Demographic: A35+
Product Codes: PL1
Priority: 4
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	24	\$10,850.00	\$9,222.50
10/29/12	10/29/12	7	\$3,200.00	\$2,720.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$10,850.00	\$9,222.50	0.00
November 2012	7	\$3,200.00	\$2,720.00	0.00
Totals	31	\$14,050.00	\$11,942.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjie Brady			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	20%	\$14,050.00
Market	100%	\$70,250.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	32%	\$22,480.00
KMSP	7%	\$4,917.50
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	41%	\$28,802.50
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	M	10/23/12	10/26/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	- TWTF - -	:30	4	\$250.00	3	0.00	NM	4	\$1,000.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - TWTF - - 4 \$250.00 0.00															
2	M	10/29/12	10/29/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	M- - - - -	:30	1	\$250.00	3	0.00	NM	1	\$250.00

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Flight Dates: 10/23/12 - 10/29/12

Advertiser: Tammy Baldwin 4 Senate
Product Desc: TAMMY BALDWIN
Estimate:

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1			\$250.00			0.00			
3	M	10/23/12	10/26/12	M-F GMA M-F GMA	CM	7-9a	-TWTF--	:30	8	\$400.00	3	0.00	NM	8	\$3,200.00
GOOD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--		8			\$400.00			0.00			
4	M	10/29/12	10/29/12	M-F GMA M-F GMA	CM	7-9a	M-----	:30	2	\$400.00	3	0.00	NM	2	\$800.00
GOOD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		2			\$400.00			0.00			
5	M	10/23/12	10/26/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	-TWTF--	:30	8	\$450.00	3	0.00	NM	8	\$3,600.00
EYE NWS MORN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--		8			\$450.00			0.00			
6	M	10/29/12	10/29/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	M-----	:30	2	\$450.00	3	0.00	NM	2	\$900.00
EYE NWS MORN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		2			\$450.00			0.00			
E 7	M	10/23/12	10/26/12	M-F The View M-F The View	CM	10-11a	-TWTF--	:30	2	\$350.00	3	0.00	NM	1	\$350.00
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--		2			\$350.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	M	10/22/12-10/28/12		M-F The View		10-11a	-TWThF----	:30		(\$350.00)		0.00	NM		
Credited															
8	M	10/29/12	10/29/12	M-F The View M-F The View	CM	10-11a	M-----	:30	1	\$350.00	3	0.00	NM	1	\$350.00
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1			\$350.00			0.00			
9	M	10/23/12	10/26/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	-TWTF--	:30	2	\$900.00	3	0.00	NM	2	\$1,800.00
EYE NEWS 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--		2			\$900.00			0.00			
10	M	10/28/12	10/28/12	Su Late News Su 10-1035p	CM	10-1035p	-----S	:30	1	\$900.00	4	0.00	NM	1	\$900.00
EYE NEWS 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1			\$900.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/22/12-10/28/12		Su Late News		10-1035p	-----Su	:30		(\$900.00)		0.00	NM		
See MG 10.2 [PE Due HRA]															
2	M	10/25/12-10/25/12		M-F,Su Late News		10-1035p	---Th----	:30		\$900.00		0.00	NM		
(M) MG for 10.1 10/28															
11	M	10/29/12	10/29/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	M-----	:30	1	\$900.00	3	0.00	NM	1	\$900.00
EYE NEWS 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1			\$900.00			0.00			
													Totals	31	\$14,050.00